

ORDER

Orders
Order / Rev: 36928
Alt Order #:
Product Desc: TV
Estimate: 2286
Flight Dates: 10/31/12 - 11/05/12
Original Date / Rev: 10/30/12 / 10/30/12
Order Type: GENERAL

WTVF

Primary AE: Fran Berg
Sales Office: WADC
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 3050 K St NW #100
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: House Majority PAC
Demographic: A35+
Product Codes: PO04
Priority: P5
Revenue Codes: AGY, POL, ISS

New Business Thru: 10/31/13
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	35	\$27,100.00	\$23,035.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	35	\$27,100.00	\$23,035.00	0.00
Totals	35	\$27,100.00	\$23,035.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Fran Berg			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTVF	35%	\$27,100.00
Market	100%	\$77,428.57

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	65%	\$50,328.57
WCTE	0%	\$0.00
WHTN	0%	\$0.00
WJFB	0%	\$0.00
WKRN	0%	\$0.00
WNAB	0%	\$0.00
WNPX	0%	\$0.00
WPGD	0%	\$0.00
WSMV	0%	\$0.00
WUXP	0%	\$0.00
WZTV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTVF	11/01/12	11/02/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	---11--	:30	2	\$550.00	P2	0.00	NM	2	\$1,100.00
MORNING REPORT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	---11--		2		\$550.00		0.00					
E 2	WTVF	11/01/12	11/02/12		CM	6a-7a	---11--	:30	2	\$750.00	P2	0.00	NM	2	\$1,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6a-7a										
				M-F 6a-7a		(6:00 AM-7:00 AM)								
MORNING REPORT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---11--		2		\$750.00		0.00				
E 3	WTVF	11/02/12	11/05/12	M-F 7a-8a	CM	7a-8a	1---1--	:30	2	\$550.00	P4	0.00	NM	2 \$1,100.00
				M-F 7a-8a										
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----1--		1		\$550.00		0.00				
Week:		11/05/12	11/11/12	1-----		1		\$550.00		0.00				
E 4	WTVF	11/02/12	11/05/12	M-F 8a-9a	CM	8a-9a	1---1--	:30	2	\$350.00	P2	0.00	NM	2 \$700.00
				M-F 8a-9a										
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----1--		1		\$350.00		0.00				
Week:		11/05/12	11/11/12	1-----		1		\$350.00		0.00				
E 5	WTVF	11/01/12	11/05/12	M-F 9a-10a	CM	858a-10a	M--TF--	:30	0	\$450.00	P2	0.00	NM	2 \$900.00
				M-F 9a-10a										
RACHEL RAY														
E 6	WTVF	11/02/12	11/05/12	M-F 10a-11a	CM	10a-11a	1---1--	:30	2	\$450.00	P2	0.00	NM	2 \$900.00
				M-F 10a-11a										
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----1--		1		\$450.00		0.00				
Week:		11/05/12	11/11/12	1-----		1		\$450.00		0.00				
E 7	WTVF	11/02/12	11/05/12	M-F 11a-1130a	CM	11a-1130a	1---1--	:30	2	\$450.00	P2	0.00	NM	2 \$900.00
				M-F 11a-1130a										
TALK OF THE TOWN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----1--		1		\$450.00		0.00				
Week:		11/05/12	11/11/12	1-----		1		\$450.00		0.00				
E 8	WTVF	11/01/12	11/02/12	M-F 4p-430p	CM	4p-430p	---11--	:30	2	\$550.00	P4	0.00	NM	2 \$1,100.00
				M-F 4p-430P										
4PM REPORT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---11--		2		\$550.00		0.00				
E 9	WTVF	11/01/12	11/02/12	M-F 430p-5p	CM	428p-5p	---11--	:30	2	\$550.00	P4	0.00	NM	2 \$1,100.00
				M-F 430p-5p										
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---11--		2		\$550.00		0.00				
E 10	WTVF	11/01/12	11/05/12	M-F 5p-530p	CM	5p-530p	1--11--	:30	3	\$650.00	P4	0.00	NM	3 \$1,950.00
				M-F 5p-530p										
5PM REPORT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---11--		2		\$650.00		0.00				
Week:		11/05/12	11/11/12	1-----		1		\$650.00		0.00				
E 11	WTVF	11/02/12	11/05/12	M-F 6p-7p	CM	6p-630p	1---1--	:30	2	\$800.00	P4	0.00	NM	2 \$1,600.00
				M-F 6p-630p		(6:00 PM-6:30 PM)								
6PM REPORT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----1--		1		\$800.00		0.00				
Week:		11/05/12	11/11/12	1-----		1		\$800.00		0.00				
E 12	WTVF	11/01/12	11/02/12	M-F 6p-7p	CM	630p-7p	---11--	:30	2	\$750.00	P4	0.00	NM	2 \$1,500.00
				M-F 630p-7p		(6:30 PM-7:00 PM)								
630PM REPORT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---11--		2		\$750.00		0.00				
N 15	WTVF	11/03/12	11/03/12	Sat News 6p-630p	CM	558p-630p	-----S-	:30	1	\$500.00	P2	0.00	NM	1 \$500.00
				Sa 6p-630p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 36928
 Alt Order #:
 Flight Dates: 10/31/12 - 11/05/12

Advertiser: House Majority PAC
 Product Desc: TV
 Estimate: 2286

WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WTVF	11/03/12	11/03/12	Sat News 6p-630p Sa 6p-630p	CM	558p-630p	-----S-	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$500.00		0.00			
N 16	WTVF	10/31/12	10/31/12	Wed CBS Prime 7p-8p Survivor	CM	658p-8p	--W----	:30	1	\$2,500.00	P4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----		1				\$2,500.00		0.00			
N 17	WTVF	11/02/12	11/02/12	Fri CBS Prime 7p-8p Undercover Boss	CM	658p-8p	----F--	:30	1	\$1,600.00	P4	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1				\$1,600.00		0.00			
N 18	WTVF	11/03/12	11/03/12	Sat CBS Prime 8p-9p Crimetime	CM	8p-9p	-----S-	:30	1	\$1,200.00	P4	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$1,200.00		0.00			
N 19	WTVF	11/05/12	11/05/12	Mon CBS Prime 9p-10p Hawaii Five-O	CM	9p-10p	M-----	:30	1	\$3,000.00	P4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$3,000.00		0.00			
N 20	WTVF	10/31/12	11/05/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-10-35p, Su 10p-10-35p	CM	10p-1035p	M-WTFSS	:30	0	\$1,300.00	P4	0.00	NM	2	\$2,600.00
N 21	WTVF	10/31/12	11/05/12	M-F 1035p-1135p M-F 1035p-1135p	CM	1035p-1135p	M-WTF--	:30	0	\$500.00	P2	0.00	NM	2	\$1,000.00
N 22	WTVF	11/03/12	11/03/12	Sat AM News 6a-9a Sa 6a-9a	CM	558a-9a	-----S-	:30	1	\$350.00	P4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$350.00		0.00			
													Totals	35	\$27,100.00

1
EAGLE TV SALES
ORDER STATUS: ORIGINAL

***** AGENCY ORDER REPORT *****
XML ORIGINAL ORDER
RECEIVED: OCT29/12 6:27

OCT29/12 AT 18.07
REQUESTOR DAO, 2918
#TVS-TV/NASHVILLE TN

PAGE 1

---AGY--- ORDER#: 00502679
AGENCY: XHC-DC Waterfront Strategie
ADVERTISER: 19 House Majority PAC
PRODUCT: 86 TV
2ND PRODUCT:
ESTIMATE #: 2286
OCT30/12-NOV05/12
FLIGHT DATE: WTVF-TV NASHVILLE TN
STATION: Laura Bassett
BUYER: () (EX)

---REP--- CONTRACT#:
AGENCY:
ADVERTISER:
PRODUCT:
ESTIMATE #:
FLIGHT DATE:
STATION:
REP OFF/SALSPERSON:
DAYPART:

TOTAL SPOTS AND DOLLARS: 35 \$27,100.00

TOTAL SPOTS AND DOLLARS:

*** THIS IS AN XML ORDER COMMENTS FOLLOW ORDER ***

MC	IN DAYS	TIME	LEN	EFF. DATES	NR	NPA	RATE	SPT	PROGRAM NAME
1	TU-F TH-F	5-6A	30	CCT30-NOV05	1W	2	550.00	2	MORNING REPORT P2
2	TU-F TH-F	6-7A	30	OCT30-NOV05	1W	2	750.00	2	MORNING REPORT P2
3	TU-F TH-F	7-8A	30	OCT30-NOV05	1W	2	550.00	2	CBS THIS MORNING P4
4	TU-F TH-F	8-9A	30	OCT30-NOV05	1W	2	350.00	2	CBS THIS MORNING P2
5	SAT	6-9A	30	NOV03	1W	1	350.00	1	WEND MORNING NEWS P4
6	TU-F TH-F	9-10A	30	OCT30-NOV05	1W	2	450.00	2	RACHEL RAY P2
7	TU-F TH-F	10-11A	30	OCT30-NOV05	1W	2	450.00	2	PRICE IS RIGHT P2
8	TU-F TH-F	11-11:25A	30	OCT30-NOV05	1W	2	450.00	2	TALK OF THE TOWN P4
9	TU-F TH-F	4-430P	30	OCT30-NOV05	1W	2	550.00	2	4PM REPORT P4
10	TU-F TH-F	430-5P	30	OCT30-NOV05	1W	2	550.00	2	INSIDE EDITION P4
11	TU-F TH-F	5-530P	30	OCT30-NOV05	1W	3	650.00	3	5PM REPORT P4
12	TU-F TH-F	6-630P	30	OCT30-NOV05	1W	2	800.00	2	6PM REPORT P4
13	TU-F TH-F	630-7P	30	OCT30-NOV05	1W	2	750.00	2	630PM REPORT P4
14	SAT	6-630P	30	NOV03	1W	1	500.00	1	SAT 6PM REPORT P2
15	TU-F TH-F	8-9P	30	OCT30	1W	1	3,000.00	1	NCIS LA NR
16	WED	7-8P	30	OCT31	1W	1	2,500.00	1	SURVIVOR P4
17	FRI	7-8P	30	NOV02	1W	1	1,600.00	1	ESTIM Under cover Boss P4
18	SAT	8-9P	30	NOV03	1W	1	1,200.00	1	DRAMA ENCORES P2

TO: *Cherry Taylor*

AGILE TV SALES
ORDER STATUS: ORIGINAL

***** AGENCY ORDER REPORT *****
XML ORIGINAL ORDER
RECEIVED: OCT29/12 6:27

OCT29/12 AT 13.07
REQUESTOR DAO,2918
WTVF-TV/NASHVILLE TN

PAGE 2

19 TU-X	10-1030P	30 OCT30-NOV05	1W	2	1,300.00	✓2	10PM REPORT	P4
20 TU-F,M	1035-1135P	30 OCT30-NOV05	1W	2	500.00	✓2	LATE SHOW	P2

TOTAL\$ 21,100.00
TOTAL SPOTS 33

TR

** START OF COMMENTS *****

AGENCY STANDARD COMMENT:

*****MO: Agency order ID(s) 2346671 received from the agency.
MO: Order routed to seller contact Fran Berg by the agency.

AGENCY ORDER COMMENT:

Separation: 30
TMO: Nash & Chattanooga 10/30-11/6

*** END OF COMMENTS *****

ADD : Mon 9-10g thru Fri 5-0 - 3000 P4

New order for three Monday the 10/30-11/5.

TOTAL P.03